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FOOD

INFORMATION CALENDAR

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FACTS ABOUT FOOD

THERE IS a great and constant need to tell the story of the ever-changing wartime food situation--how much we have now and the outlook for future supplies; why certain foods are scarce or plentiful; what factors affect food demand and supplies.

The public needs to know the facts and the reasons--especially the reasons--for a change.

Why is it that shoppers have trouble finding onions for a long time and then suddenly, with the coming of a new crop, the stores have more than they can handle. Why are certain preferred cuts of meat practically unobtainable in some markets at a time when the total supply of meat is large enough so that point values can be removed on nearly all meats? And why do we find temporary local market gluts of certain foods when we know that total wartime needs exceed the supply?

Finally--above all--what can the American people do to improve the food situation--to help make food "fight for freedom"?

Prefaced by the foregoing paragraphs a FACT SHEET ON FOOD is scheduled to come out in a few days that will help provide answers to these questions. Factors that determine food supplies, the outlook for civilian supplies, farm labor, victory gardens, home food preservation, food conservation, nutrition, and marketing plentiful foods are factually treated in this round-up about the food situation. Distribution of this fact sheet will be made to all Government agencies and field staffs concerned.

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FARM STABILIZATION Plans are under way to give radio support to the agricultural phase of the Economic Stabilization program. OWI will prepare and clear with the Office of Information an appropriate radio fact sheet and some special one-minute announcements. The fact sheet will be sent out by OWI under a special assignment plan conducive to getting the farm stabilization theme into appropriate radio programs. The one-minute announcements will be sent to OWI's 12 regional radiomen who will relay them to stations that have large farm audiences. Other media to be used will be the memo to Farm Program Directors, Farm and Home Hour (now Saturday only), Country Journal, Farm Flashes, UP Agricultural Column, and program suggestions for USDA field use.

FARM LABOR A leaflet "Your Job as a Work Leader" (AWI-96) is off the press and will be distributed in a few days, and a bulletin entitled "Women's Land Army of the U. S. Crop Corps" is scheduled for delivery on June 20. Both will be sent in bulk to State Extension Directors; copies will also be available upon request to the USDA's Office of Information.

WAR FOOD INFORMATION During the first four months of 1944, 200 magazines in this country published a total of 233 articles, stories, and editorials dealing with various phases of the war food program. This figure does not include war correspondents' reports, war stories, post-war articles, or material having no connection with Government programs. They were largely prepared or initiated either by OWI, USDA's Office of Information, or agencies of the Department. Of this published material 117 items were about food generally, 71 were on Victory Gardens, 23 on the farm front, 13 on canning, and 9 were on health.

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USDA RELEASES OF SPECIAL INTEREST U. S. Has Shipped Million Tons of Food to Africa and Indies, 2454-44; Dairy Farmers And The War, 2458-44; Commercial Truck Crops (Acreage and Indicated Production of Late Spring and Early Summer Truck Crop), 2461-44; War Food Administrator On Eggs, 2464-44; Corn To Be Imported Under Government Allocation, 2465-44; It Depends on You and Me, Address by War Food Administrator Jones, 2468-44; Milk Powder Quotas Lowered, 2472-44; Mexico Helps U. S. in Threatened Sugar Beet Crisis, 2473-44; WFA Ends Set-Aside on 1943 Apples, 2475-44; WFA and OPA Announce Red Sour Cherry Prices For Processing, 2482-44; Increased Food Deliveries in April, 2484-44; Civilian Cocoa Supply to be Less, 2502-44; Wheat--Symbol of Victory (Address by Director of Food Distribution, Lee Marshall), 2497-44; Food Procurement and Disposition (Address by Director of Food Distribution, Lee Marshall), 2503-44.

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NATIONAL FARM AND HOME HOUR Saturday, June 24, a resume of food news will be presented by Connie Gay of the USDA's Radio Service; Homemaking News will be given by Ruth Van Deman, BHNSHE.

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WHEN TO HARVEST THE SUMMER VEGETABLES is the subject of a dialogue to be given by Ernest Moore and Duke DuMars on Friday, June 23, over The Homesteaders program, which replaces the National Farm and Home Hour, Monday through Friday.

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The COMMUNITY PRICE CAMPAIGN will be continued by OPA through July. Special emphasis will be given to price control on fresh fruits and vegetables.

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PRICE ADMINISTRATOR BOWLES will talk over the Blue Network at 10:15 p.m., ETT, Tuesday, June 20, about "The OPA Budget". He will review the activities of the OPA indicating how the consumer's 1943-44 money was spent.

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LEE MARSHALL, WFA Director of Distribution, will address the American Seed Trade Association at Chicago on June 20. His subject will be Seeds For Victory and Peace. On June 21 he will speak at the Supermarket Institute Conference, also in Chicago; the subject, This Problem of Surpluses.

AGRICULTURAL LEGISLATION June 9, Senate passed price-control bill and House debated its version of this bill. June 12, both Houses received and the Senate agreed to the conference report on the GI Bill of Rights...Senate Post-War Committee submitted a report on post-war employment...Senate passed bill to continue the Sugar Act for 2 additional years. June 13, House debated price-control bill and agreed to the conference report on the GI Bill of Rights...Senate passed the lend-lease, UNRRA, and REA appropriation bill and appointed conferees. June 14, House agreed to conference report on the agricultural appropriation bill and began to act on items in disagreement, and then, suspended further action until June 19...House passed price-control bill and appointed conferees. June 15, House passed bill suspending certain coconut-oil processing taxes...Both Houses agreed to conference report on the Independent Offices appropriation bill which includes a general provision providing for the dismissal of Government employees who use Government passenger vehicles for other than official purposes.

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LUMBER FOR FARM BUILDINGS WFA has been allotted a quantity of lumber for use in the third quarter of this year for building and repairing farm structures, exclusive of dwellings. The allotment will be handled in counties by AAA through the issuance of certificates for lumber for essential on-farm uses. By working closely together farmers, lumber dealers, and AAA committees can help assure essential farm lumber supplies.

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IS A LAND BOOM COMING? That is the title of a talk given by Leonard A. Salter, Jr., over WHA-WLBL at Madison on May 30. It has now been distributed as a special circular of the Wisconsin Agricultural Extension Service. This approximately 1200-word piece has these subheads: A Threatening Situation is Developing; Land Booms Burden Actual Farmers; Disasters Are Bound to Follow Booms; Might Have High Resale Gains Tax; and Public Appraisal Service Highly Desirable.

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AUSTRALIA DOES HER PART is the name of Consumer Time's June 24 program. Acting Prime Minister F. M. Forde will speak directly from Sydney, Australia, discussing contributions his country is making to the war cause of the United Nations.

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PLENTIFUL FOODS THIS WEEK ARE eggs, carrots, onions, white potatoes, oranges, peanut butter, and citrus marmalade; green snap beans are plentiful in the Midwest.

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BUY INSECTICIDES NOW WPA and WFA urge farmers to start buying now the supplies of arsenical insecticides they will need this summer. Uncertainty of transportation facilities, and manpower and container shortages might delay orders, resulting in crop damage.

